



Municipal Clerk  
Atlanta, Georgia

01-R-0971

A RESOLUTION:

BY COUNCILMEMBER JAMES MADDOX

**A RESOLUTION ADOPTING THE GREENBRIAR TOWN CENTER  
LIVEABLE COMMUNITYS INITIATIVE STUDY AND CONCEPT PLAN FOR  
THE STUDY AREA AROUND GREENBRIAR MALL IN NPU's P AND R.**

**WHEREAS**, the City of Atlanta received a grant from the Atlanta Regional Commission to conduct an Activity Center/Town Center Investment Policy Study (ACTIPS), now known as the Liveable Communities Initiative (LCI), for the commercial area and vacant lands around Greenbriar Mall; and

**WHEREAS**, the residents and property owners in NPU's P and R worked with Bureau of Planning Staff and a consultant team lead by PBS&J, to develop a vision for new residential and commercial growth within the study area; and

**WHEREAS**, this planning document entitled the GREENBRIAR TOWNCENTER LIVEABLE COMMUNITIES INITIATIVE STUDY AND CONCEPT PLAN has been developed based upon the direct input of the residents, property, business owners and other stakeholders in the study area; and

**WHEREAS**, the City Council wishes to adopt said Plan as a guide for future development.

**NOW, THEREFORE THE CITY COUNCIL OF THE CITY OF ATLANTA,  
GEROGIA, HEREBY RESOLVES:**

**SECTION 1:** That the GREENBRIAR TOWNCENTER LIVEABLE COMMUNITIES INITIATIVE STUDY AND CONCEPT PLAN, a copy of which is attached hereto as Exhibit A, is hereby adopted by the City Council of the City of Atlanta, Georgia.

**SECTION 2:** That all resolutions and parts of resolutions in conflict herewith are hereby rescinded.

A true copy,

*Rhonda Daughin Johnson*  
Municipal Clerk, CMC

ADOPTED by the Council  
APPROVED by the Mayor

AUG 06, 2001  
AUG 13, 2001

RCS# 3033  
8/06/01  
2:56 PM

Atlanta City Council

Regular Session

CONSENT

Pages 1-15

ADOPT

YEAS: 15  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 1  
EXCUSED: 0  
ABSENT 0

SEE ATTACHED LISTING OF  
ITEMS ADOPTED/ADVERSED  
ON CONSENT AGENDA

*Unanimous*

Y McCarty	Y Dorsey	Y Moore	Y Thomas
Y Starnes	Y Woolard	Y Martin	Y Emmons
Y Bond	Y Morris	Y Maddox	Y Alexander
Y Winslow	Y Muller	Y Boazman	NV Pitts

ITEM (S) REMOVED FROM  
CONSENT AGENDA

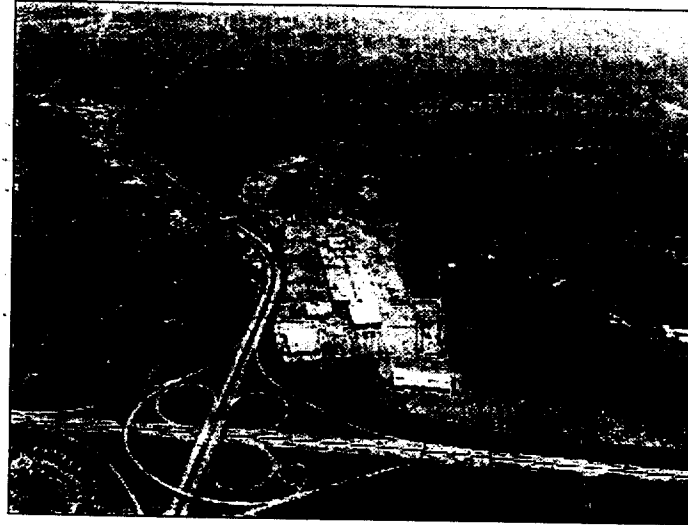
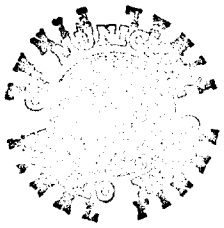
01-O-1106  
01-R-1200  
01-R-1217

CONSENT

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			08/06/01 Council Meeting
ITEMS ADOPTED ON CONSENT AGENDA	ITEMS ADOPTED ON CONSENT AGENDA	ITEMS ADVERSED ON CONSENT AGENDA	ITEMS ADVERSED ON CONSENT AGENDA
1. 01-O-1081	29. 01-R-1141	48. 01-R-1041	76. 01-R-1209
2. 01-O-1083	30. 01-R-1142	49. 01-R-1042	77. 01-R-1210
3. 01-O-1084	31. 01-R-1143	50. 01-R-1043	78. 01-R-1211
4. 01-O-1085	32. 01-R-1144	51. 01-R-1149	79. 01-R-1212
5. 01-O-1123	33. 01-R-1145	52. 01-R-1151	80. 01-R-1213
6. 01-O-1126	34. 01-R-1146	53. 01-R-1152	
7. 01-O-1105	35. 01-R-1147	54. 01-R-1153	
8. 01-O-1120	36. 01-R-1148	55. 01-R-1154	
9. 01-R-1130	37. 01-R-1189	56. 01-R-1155	
10. 01-R-1131	38. 01-R-1190	57. 01-R-1156	
11. 01-R-1132	39. 01-R-1191	58. 01-R-1157	
12. 01-R-1187	40. 01-R-1192	59. 01-R-1158	
13. 01-R-1188	41. 01-R-1193	60. 01-R-1159	
14. 01-R-1224	42. 01-R-1194	61. 01-R-1160	
15. 01-R-1227	43. 01-R-1195	62. 01-R-1161	
16. 01-R-1228	44. 01-R-1196	63. 01-R-1162	
17. 01-R-0103	45. 01-R-1197	64. 01-R-1163	
18. 01-R-1226	46. 01-R-1198	65. 01-R-1164	
19. 01-R-0971	47. 01-R-1199	66. 01-R-1165	
20. 01-R-1167		67. 01-R-1166	
21. 01-R-1168		68. 01-R-1201	
22. 01-R-1215		69. 01-R-1202	
23. 01-R-1218		70. 01-R-1203	
24. 01-R-1136		71. 01-R-1204	
25. 01-R-1137		72. 01-R-1205	
26. 01-R-1138		73. 01-R-1206	
27. 01-R-1139		74. 01-R-1207	
28. 01-R-1140		75. 01-R-1208	

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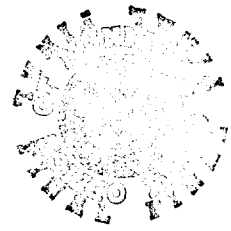


# **Greenbriar Towncenter Livable Communities Initiative Study and Concept Plan**

**Executive Summary**

**CITY OF ATLANTA  
BUREAU OF PLANNING**

**June 29, 2001**



# **Greenbriar Livable Center Initiative Project Team**

## **Planning Team**

### **City of Atlanta**

Jim Maddox, Council Member District 11

NPU P, chairperson Charles Bryant

NPU R, chairperson Barney Simms

Beverley Dockeray-Ojo, MCIP, AICP, Assistant Director,  
Redevelopment Planning

Flor Velarde AICP, Principal Planner

Garnett Brown, Principal Planner

Amanda Askew, AICP, Senior Planner

Dina Lewallen, Senior Planner

Ellen Pratt, Urban Planner

## **Consultants**

### **Primary Consultant**

PBS&J

*Transportation, Land Use, Public Participation, Coordination*

Robert Charles Lesser & Company

*Marketing Analysis*

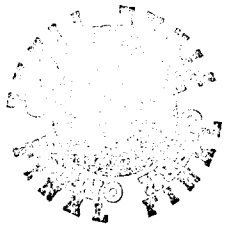
Gibbs Planning Group

*Urban Design*

## **Partners**

Atlanta Development Authority

Metro Atlanta Regional Transit Authority



**Bill Campbell**  
Mayor, City of Atlanta



**Atlanta City Council**  
**Robb L. Pitts**  
President of Council

Vern McCarty

Debi Starnes

Michael Julian Bond

Cleta Winslow

Sherry Dorsey

Cathy Woolard

Lee Morris

Clair Muller

Felicia Moore

C.T. Martin

Jim Maddox

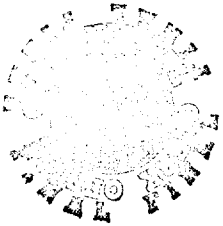
Derrick Boazman

"Able" Mable Thomas

Julia Emmons

Doug Alexander

Department of Planning, Development and Neighborhood Conservation  
Bureau of Planning  
**Michael Dobbins**, Commissioner **Robert Gray**, Director



# **Greenbriar Towncenter Livable Communities Initiative Study and Concept Plan**

## **Executive Summary**

### **Introduction**

The City of Atlanta recognizes a variety of activity centers, which range in size, scope, role and function. Most development nodes are adjacent to MARTA stations. Other nodes were proposed at certain freeway interchanges, including the Greenbriar area. The Atlanta Regional Commission (ARC) has designated Greenbriar as a typical example of an Activity Center, anticipating its location as the hub for the southwest Atlanta and growing South Fulton County. These centers have the potential to encourage a wider range of mixed uses, a more balanced ratio of jobs and residential units, higher order of civic space and community identity. This will ultimately transform auto-oriented centers into more transit and pedestrian friendly environment.

### **Study Area**

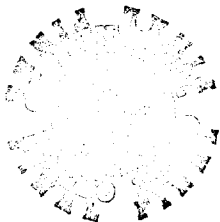
#### **Location**

The Greenbriar Activity Node is a proposed regional level activity center. This proposed Activity Center is located at the intersection of I-285 and Lakewood Freeway. However, the proposed study area includes a larger area to ensure that the connectivity between major users and activities within the area is considered. The study area is bounded by Mt. Gilead Rd. and Panther Rd. on the north, Barge Rd on the west, Hogan Rd. on the east and the City limits and the Tri-Cities area- East Point, College Park and Hapeville- on the south. The area is approximately 1.6 square miles.

#### **Components**

The major components of this proposed activity center include the Greenbriar Mall as the focal point, in the center, surrounded by Campbellton Rd. commercial corridor and the Mount Gilead and Panther Rd. residential area, part of the Heritage Valley and Southwest neighborhoods to the north, the Greenbriar neighborhood to the south and east which includes a mix of single-family and multifamily residential uses. This area also includes similar uses in the adjacent communities of East Point, College Park and Hapeville. The Southwest neighborhood includes Heritage Valley, Southwest, Ben Hill and Greenbriar. The residential part of the Southwest neighborhoods is primarily comprised of single-family residential homes along local streets, and commercial and multifamily residential along arterial streets. These neighborhoods are located in Neighborhood Planning units P and R.

Although the study area is not located at a MARTA station, the area is served by a MARTA Park and Ride lot, which provides connections to Hightower and Oakland City MARTA stations. It is slated for study for a MARTA rail extension opening up Southwest Atlanta and Fulton County.



### Greenbriar Mall

The mall is at the center of the study area, located at the intersection of Langford Parkway and I-285. It currently has 113 stores, 792,000 square feet of retail space and 6000 parking spaces on 68 acres. It's largest tenant, Rich's, recently signed a 10-year lease and has indicated its intention to renovate the store. The overall occupancy rate for the mall is 92 percent. The outparcels at the mall include a Cub Foods supermarket and Magic Johnson Theatres and restaurant. Parking spaces at the mall are underutilized and abundant.

The Mall, originally built in 1965, was the first enclosed Mall in the Atlanta Region and was a state of the art facility at its inception. Now it is ready to be transformed from an auto-oriented suburban shopping center to the first new urbanism pedestrian oriented development in the region

### Greenbriar Parking Lot

This 6000 space parking lot is a land area that provides an excellent opportunity to encourage on-site mixed use development which should include needed support density for the mall area and should not conflict with the nearby residential community. Parking spaces at the mall are underutilized and abundant. In order to adequately serve the current square footage at a generous rate, only 4000 spaces would be required. The extra 2000 spaces account for approximately 20 acres of property that could be redeveloped

### Underdeveloped and Vacant Tracts

The Greenbriar area has experienced an influx of private investment recently. Major new developments have included various upscale residential projects and infill housing throughout the area. Still, opportunities exist for additional planned development at large and underutilized adjacent tracts served by local road system. Approximately 30 acres of underdeveloped and vacant land exists along Greenbriar Parkway and Continental Parkway. On the Westside of I-285 on Campbellton Rd. and Barge Rd. is a linear tract consisting of 40 acres. Another vacant property located south of Fountainbleau and various tracts along Greenbriar Parkway offer opportunities for mixed use development.

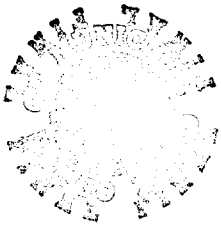
### The Delta Project

The former Delta Airline Call Center is currently unoccupied. The site is approximately 60 acres with existing buildings available for reuse. This property is unique because it includes large wooded areas and a lake. Efforts have been underway to market the site partially for office use or a technology call center.

### The Former Westgate Shopping Center

This shopping center located at the corner of Campbellton Road and Mt. Gilead Road is currently underutilized and has acreage available for new development. This particular center is a key site for redevelopment since it is a "gateway" into the Greenbriar Mall area.





### The Kmart /Kroger Center

Kmart anchors this center, and south of this building is a neighborhood shopping center that includes Kroger as a major anchor. The Kroger store is in the process of relocating to a vacant parcel just south of its current location. Negotiations are currently underway regarding the new site plan and the potential reuse of the vacated facility.

### MARTA Park-and-Ride

This Marta facility is located at the southwest corner of Campbellton Rd and Barge Rd. This lot and Greenbriar Mall serve as the hubs of bus activity in the area. This facility provides connections to Hightower and Oakland City MARTA stations. Currently 5 bus lines serve the Greenbriar Mall.

### **Transportation Opportunities**

#### Roadways

The study area is served by a number of regional facilities, arterial roadways, a local street system and the MARTA transit system. Access to the Mall area from adjacent major regional facilities could be improved.

Opportunity exists to improve direct I-285 access to the area south of Landford Freeway and to insure continuity of several of the multi-lane streets in this area. Opportunities exist to improve the design of the Landford Freeway interchange with Campbellton Rd/ Greenbriar Parkway and the capacity of several street segments and intersections primarily in the segment of Greenbriar Parkway from Headland Drive to Campbellton Rd. Major improvements to Campbellton Road currently underway provide an opportunity for continued redevelopment and improvement of the area.

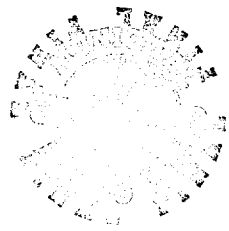
#### Bicycle and Pedestrian Facilities

The most comprehensive network of bicycle and pedestrian facilities is found in the City of Atlanta. Noteworthy projects include the Greenbriar trail from Greenbriar Mall to Hightower MARTA station. Most important, there is an opportunity to connect the mall area to and from the surrounding neighborhoods. Future plans for improving the area must include the creation of new park and open space as well as connections to park space outside of the study area. Connections to the proposed City of Atlanta greenways (Hampton Trail, Lakewood Trail) should also be encouraged.

#### MARTA Park and Ride/MARTA Rail

Opportunity exists to relocate the Barge Rd. Park and Ride facility to the Greenbriar Mall vacant lot and establish a major transit transfer center. Southwest service area will be further analyzed in terms of routes and location of park and ride facilities with a proposed West Line Alternative Study. This study is the first step in the extension of the MARTA rail from Holmes Station to Fulton Industrial Boulevard. There is strong interest in a rail demonstration project, light or heavy rail, to extend from the Holmes extension to the Greenbriar area.

The Greenbriar area has experienced an influx of private investment recently. Major new developments has included various upscale residential projects and infill development



Opportunities for further development abound. Additionally, successful development in South Fulton, the proximity to the airport, and access to the expressway system place the Area in an excellent position for further quality development, specifically for a major regional activity center emphasizing mixed use, pedestrian friendly development with minimal transportation related conflicts with adjacent communities.

### **Demographics**

Current statistics highlighted by recent Census Bureau information indicates that there is in fact a trend towards "in town" living. The number of individuals moving to the inner city has been growing in the last several years due to quality of life issues such as traffic, cultural attractions etc. These individuals are more diverse, younger and of various income levels. Residential construction has increased inside the City to meet this shift in population by providing a mix of products. More specifically, within proximity of the study area, there have been a number of successful residential products of various income levels built in the last several years. It appears that this new construction can continue within the study area to serve this population shift.

The population of this study area within 1-mile radius is 7,100 people with a median household income of \$42,000 and a median age of 35.4.

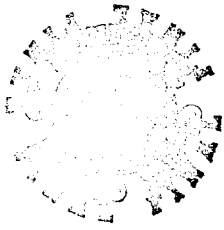
### **Strengths**

The Greenbriar Mall area is in close proximity to downtown Atlanta, Hartsfield International Airport, the growing residential areas of South Fulton County and major employment centers such as Fulton Industrial Boulevard.

The area has existing infrastructure that can support development of vacant land and redevelopment/reuse of existing facilities.

The large vacant tracts surrounding mall evidence the potential for infill development. Moreover, reuse of existing vacant facilities, such as the old Delta property campus south of the mall, is exactly what the Livable Communities Initiatives Program (LCI) seeks to encourage. The potential to encourage a wider range of mixed uses, a more balanced ratio of jobs and residential units, higher order of civic space and community, are all goals of the LCI program and of the City of Atlanta for the Greenbriar area.

Successful implementation of the LCI program goals will enhance the Greenbriar area's recognition as a Regional Activity Center. It already is regional in nature due to its central location within the Southwest Atlanta metropolitan area, its freeway and MARTA access and its employment base.



### **Public Involvement Process**

This public participation process consisted of an intense four-month period of biweekly stakeholder meetings and a three-day charrette with a design team. These meetings helped to define major goals, create a vision and develop a concept plan for the study area. The stakeholders have opportunities to discuss potential strategies for plan implementation. Throughout the process it became apparent that the community as a whole were in agreement about the importance of Greenbriar Mall to the area. It was stressed that all LCI efforts should focus on projects that help rather than detract from or compete with the Mall.

### **Goals**

The proposed study will focus on the following:

- Develop alternatives for underutilized or vacant property by encouraging a diversity of medium to high-density development, including residential, employment, and shopping and recreation choices at the study area.
- Encourage focused infill and redevelopment.
- Develop streetscape and pedestrian/bicycle linkages and provide access to a range of travel modes including transit, roadways, walking and biking and enable access to all uses within the study area.
- Connect the transportation system to other centers.
- Create civic space and focal points and improve the community's identity.
- Increase employment opportunities.
- Through transportation investments, increase the desirability of redevelopment of land served by existing infrastructure at activity center.
- Study the options and implications for a MARTA rail extension
- Create a land use framework for guiding the growing development investment that is occurring and will occur in the study area.

### **Vision**

A community vision was developed as follows:

"To create an economically vibrant, integrated, interconnected community of all ages sharing in enhanced community assets. The focal point of these assets will be a more green, pedestrian friendly Greenbriar Mall area with clearly defined and improved access from local and major roads. The focal point will be nourished by a healthy mix of employment, housing and family entertainment uses."



## **Concept Plan**

The Greenbriar Mall followed the pattern of most post World War II car-dominated suburban development that assumed that all access would be by car. Little, or no, concern was given to either pedestrian or transit accessibility in planning and design. As such, The Greenbriar, like most Malls built during this period, was set within large parking fields – and the larger the better. Today these large parking lots physically separate the mall from surrounding community and support primarily auto-oriented accessibility. At the same time, and from a retail perspective, the Greenbriar has also fallen behind the competitive position of newer regional retail centers, declining as an attractive retail destination both regionally and for the local community. Yet the market potential now exists to upgrade the Greenbriar, both in terms of square feet and tenant-mix. These twin issues of urban design and real estate market potential frame the opportunity for the redevelopment of the Greenbriar mall into an economically and socially vital mixed-use town center.

### **Key Concepts**

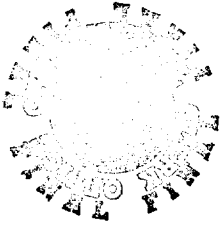
- Defining walkable neighborhoods – and neighborhood commercial centers.
- Creating an interconnected street network that supports pedestrians as well as shorter local auto trips and transit
- Proposing a mix of land uses, particularly higher density housing in a range of new housing types reflecting changing demographic needs and community desires.
- Creating a new network of public squares, parks, community focal points, and natural open spaces.

The design team described the final concept agreed upon by the stakeholders as follows:

### **The Town Center – The Greenbriar Mall Area**

This proposal calls specifically for creating a new mixed-use commercial center along the south-side of the Greenbriar Mall that would both expand the retail, commercial and tenant mix opportunities while providing a vital focal point for the creation of a town center for the Greenbriar community. New retail and commercial buildings would be developed utilizing the mall's large, underused, south parking lot. This new commercial development would be designed as two-story commercial buildings that could include 2-story retail shops or single floor shops with offices above. These commercial building would define new pedestrian-friendly retail streets and blocks along the south face of the mall, extend commercial activity outward toward the street, frame a new town square along Greenbriar Parkway, reach out toward Continental Colony Drive, and link the mall to proposed mix use development to the south.

Facing the new town square along the south side of Greenbriar Parkway is a proposed new cultural and performing arts center. This signature building would establish a civic axis across to the town square. A new park directly to its east provides an opportunity for outdoor performances. A new hotel adjacent to the Performing Arts Center, also facing the new town square, would reinforce the regional and community wide orientation of this location. Directly to the west of this is the site for a Marta transit facility. This new



facility would be within a half mile of the two new mixed use higher density neighborhoods proposed for undeveloped land west of I-285 and for the former Delta Airlines campus. A transit facility at this location would put the centers of these new mixed-use residential neighborhoods within a ten-minute walk of transit.

#### The Southwest Neighborhood - "Delta Property"

South of the Performing Arts center, on and adjacent to the former Delta Airlines property, a new mixed-use residential neighborhood is proposed, combining a range of higher density housing types organized around neighborhood public green space, reuse of the Delta facilities for civic, institutional or office uses and creation of significant public open space that incorporates the sites natural features and topography, including a lake and steeply sloping ravines running north the north and south ends of the site. Housing types include apartments, townhomes, stacked flats, condominiums and small-lot single-family cottages, especially targeted to the empty-nester market. A key feature of this new neighborhood is the creation of a local street network, connecting north and south, east and west through the site. These new streets defined by appropriate residential architecture make possible either short walks between the new neighborhood and the town center (including the Marta facility) or short auto trips along local roads.

#### The Northwest Neighborhood - The Westgate Center Redevelopment

At the northwest intersection of the redesigned Campbellton Road / Greenbriar Road / Lankford Expressway, redevelopment of the Westgate Shopping Center into a new neighborhood commercial area is proposed. This new neighborhood commercial center will help satisfy commercial demand primarily from neighborhoods north of the Lankford Parkway. It will provide convenience "corner store" type services for residents of the northwest and portions of the northeast neighborhoods, giving residents the option of walking to the store. New commercial buildings will house retail and professional uses and be organized around a new green square that will create a highly visible and attractive new front door for these neighborhoods.

#### The Northeast Neighborhood - Campbellton Road Redevelopment

East of the Westgate Center, along Campbellton Road, a revitalized commercial corridor is envisioned that combines redeveloped and upgraded auto oriented uses along the south side, with a new neighborhood green space and village center at the northwest corner of Childress and Campbellton Roads. New, infill single-family residential is proposed adjacent to this new neighborhood center. This new residential neighborhood provides a variety of single-family housing options, including small-lot, one-story, empty-nester cottages.

#### Headland Drive Commercial Corridor - Kroger / K Mart Redevelopment

Opposite the Greenbriar Mall, across Greenbriar Parkway, the commercial corridor along Headland Drive is revitalized with new and expanded retail uses and additional higher density townhomes and apartments fronting on public greens.

On the north side of Headland, the K-Mart center is expanded with the addition of a new big box user and in-line stores that create commercial streets and squares, and create a

MAP 13B

LONG-TERM  
PLANNING STUDY

Greenbriar LCI  
Admission, Georgia

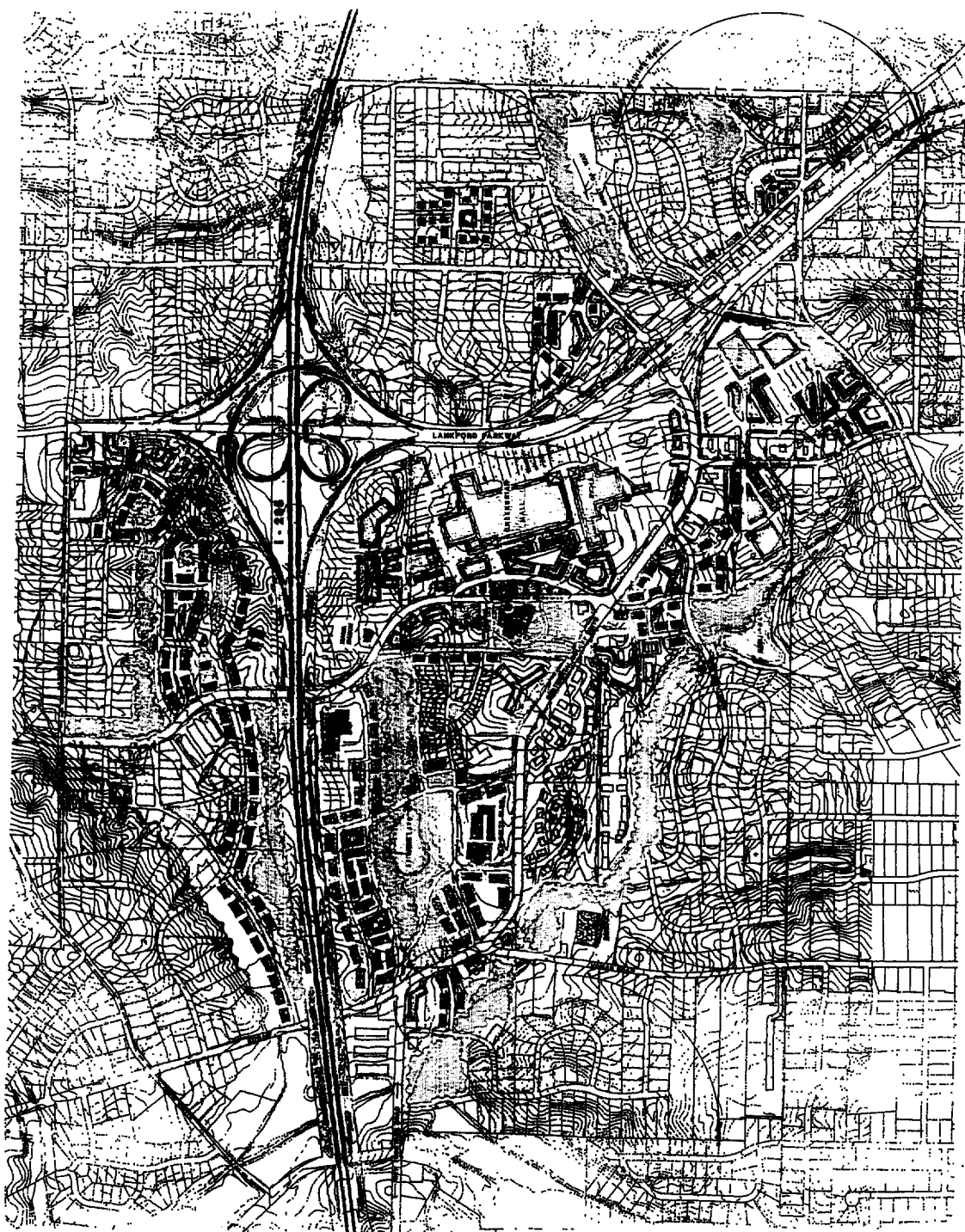
Prepared for  
THE GREENBRIAR LCI  
11100 LAMAR AVENUE, N.E.  
ATLANTA, GEORGIA 30325

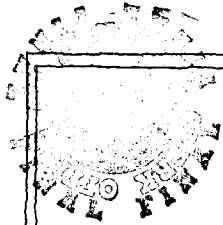
Prepared by  
THE GREENBRIAR LCI  
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ATLANTA, GEORGIA 30325

Scale 1" = 400'



Scale 1" = 400'  
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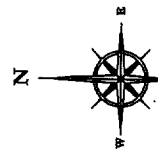
**GREENBRIAR  
TOWN CENTER  
CONCEPTUAL  
PLANNING STUDY**

For  
Greenbriar LCI  
Atlanta, Georgia

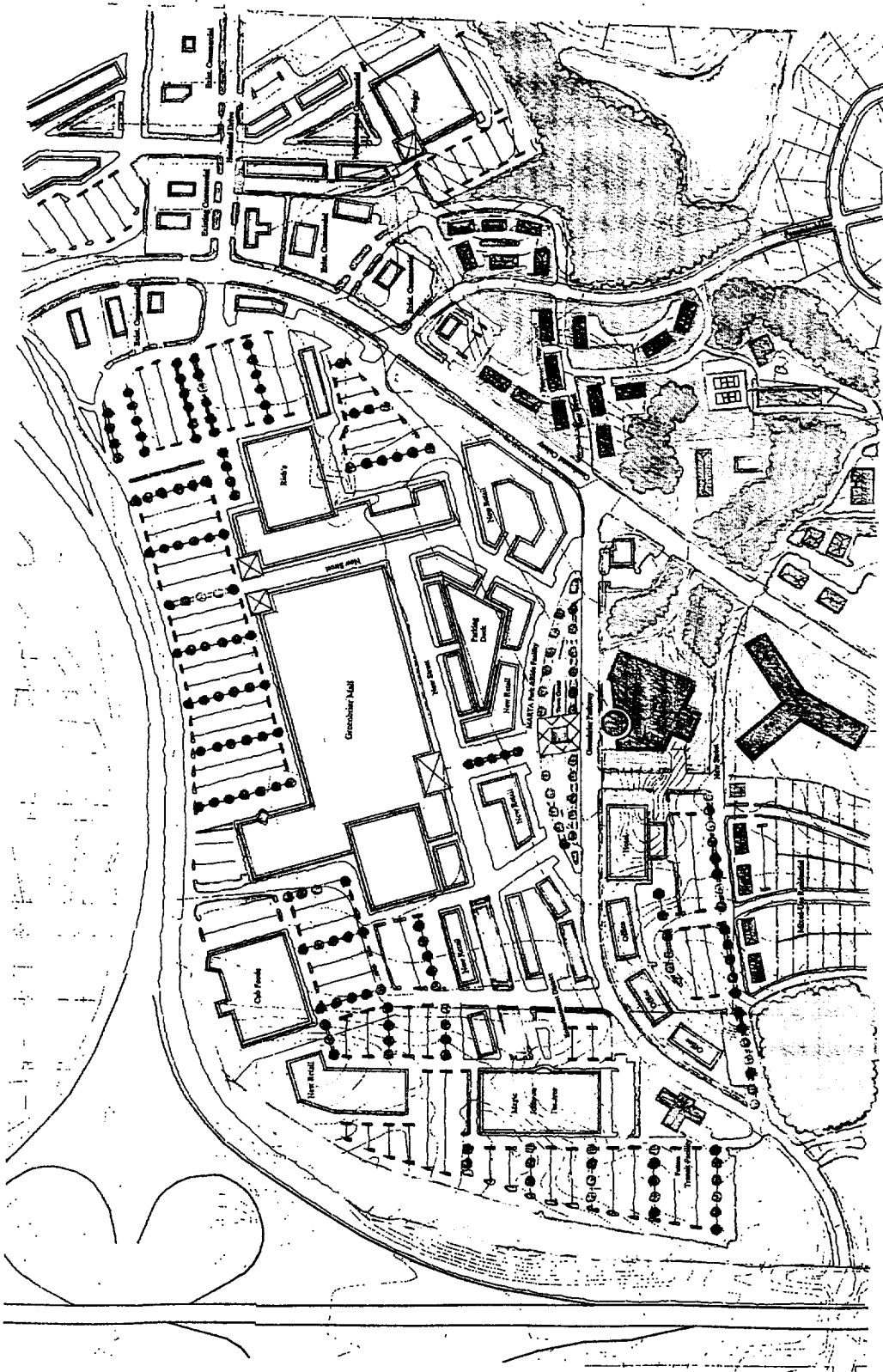
Prepared For  
ATLANTA DEVELOPMENT AUTHORITY  
City of Atlanta  
140 Peachtree Street, N.E.  
Atlanta, Georgia 30303

Prepared By  
OSM PLANNING GROUP  
1415 Peachtree Street, N.E.  
Atlanta, Georgia 30309  
(404) 525-4000

12 June 2001



SCALE 1" = 150'  
0' 75' 150' 300'



AXONOMETRIC

GREENBELT  
TOWN CENTER

For

Greenbelt LCI  
Atlanta, Georgia

Prepared For

ATLANTA DEVELOPMENT AUTHORITY

City of Atlanta  
150 Peachtree Street, N.E.  
Atlanta, Georgia 30333

Prepared By

GREENBELT LCI  
150 Peachtree Street, N.E.  
Atlanta, Georgia 30333

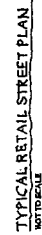
12 June 1988

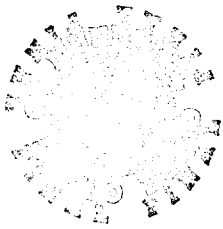




*Prepared by:*  
**GIBBS PLANNING GROUP**  
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Birmingham, Michigan 48009  
(248) 647-1809

**12 June 2001**





pedestrian connection between the K-Mart entrance, Headland Drive and the expanded Kroger grocery store on the south side. Next to the expanded K-Mart is a new townhouse/ apartment development on the redeveloped Flea Market site.

Opposite the K-Mart on the south side of Headland, is a new neighborhood commercial center anchored by an expanded Kroger. This center features in-line shops along pedestrian-oriented retail streets creating a small square and a highly visible setting for a new community grocery. Finally, a new street links the Kroger to Fontainebleau Road.

#### The West Neighborhood - I-285 west to Barge Road

The last neighborhood is west of I-285 and features new medium density townhouses and apartments, together with mixed-use commercial buildings. A key element of this site, like the Delta site, is the creation of a street network that will improve both auto and pedestrian circulation throughout the community, and particularly between the Ben Hill neighborhood to the west and the new Greenbriar Town Center. A new single-family neighborhood is proposed that would continue the single family uses along Barge road and immediately adjacent to the study area along its southwest boundary.

#### Implementation

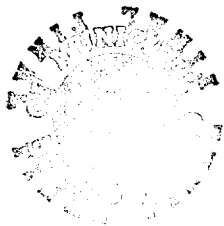
Implementation outlines the next steps in the process after adoption of the plan. It includes a list of strategies/policies/programs and/or projects, timelines and responsible parties. Most important, this plan is attempting to address conflict among different land uses, growth and traffic while providing livable communities, places where people can live/work and enjoy, balancing economic growth while preserving natural resources and overall improving the quality of life of the residents of the area.

Stakeholders identified several efforts to assure implementation. These included having joint meetings between Neighborhood Planning Units P and R and developing a citizen panel of NPU and business representatives to monitor implementation. There were discussions around organizing the businesses in the area to promote economic development. Stakeholders agreed to continue working with the City as we initiate implementation through land use and zoning changes to be included in the Comprehensive Development Plan.

The City is working with the Atlanta Development Authority to create and put together resources to promote development of major projects, including housing and economic development initiatives. The City will continue marketing the concept plan to major stakeholders and developers.

The City has a major initiative underway for acquisition of open space through a number of different funding sources including federal, state, local and non-profit organizations.

The Atlanta Regional Commission has committed to provide funding for implementation of plan elements related to transportation. Their expressed desire is for public infrastructure investments to spur private investment within existing activity centers.

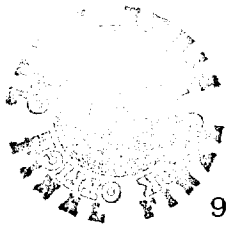


The Greenbriar Livable Center plan outlines very specific strategies for achieving this goal. Following is an action plan to implement the concept. The plan elements are specified on Map 14. First, the plan lists a 5-year schedule of local actions planned to implement study goals with an estimated start date, completion date and responsible party. There is a 5-year prioritized description of transportation improvement projects with preliminary budget estimates.

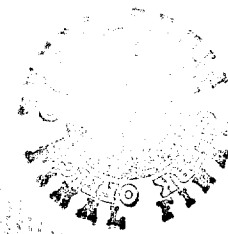
Following the list of transportation improvements there is a list of the potential changes necessary to the City of Atlanta's Future Land Use Plan to implement the plan goals. The potential changes, along with any new urban design and zoning regulations, will be included in the City's scheduled update to its Comprehensive Plan. Lastly, strategies for funding scheduled improvements are outlined to supplement the potential funding from the Atlanta Regional Commission's Livable Center Initiatives program.

### **Five-Year Local Actions**

<b>ACTION</b>	<b>RESPONSIBILITY</b>	<b>START/END</b>
1. Identify funding source for razing Westgate Center Site as an incentive for private re-development	Bureau of Planning	6/01-7/02
2. Facilitate negotiation between Mall and MARTA for temporary relocation of park & ride facility in conjunction with closure of Barge Road facility	Bureau of Planning	6/01-7/02
3. Continue targeted Code Enforcement along Campbellton Road	Bureau of Planning	Ongoing
4. Implement recommendations from the community's smart growth study with the City project to widen Campbellton Road east of Star Mist Drive: build sidewalks; close curb cuts where possible	Public Works	6/01-7/02
5. MARTA to perform a comprehensive assessment of the number and location of bus shelters in the area	MARTA	6/01-7/02
6. Mall to provide subsidy to employees for MARTA to encourage transit ridership	Greenbriar Mall	7/01-8/02
7. City to become an active stakeholder in the Metro HOV and Regional Transit studies	Bureau of Planning/ Public Works	10/01-10/02
8. Move project AT 174 Campbellton/Langford Pkwy project into the 2005 network year as part of the upcoming RTP update process	Bureau of Planning	8/01-11/02

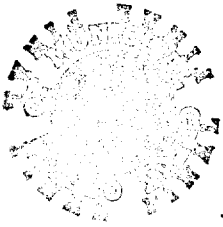


9. Include Greenbriar Pkway extension in the Regional ARC network as part of the upcoming RTP update process	Bureau of Planning	8/01-10/02
10. Include a half diamond interchange at I-285/Greenbriar Parkway in the regional network as part of RTP update	Bureau of Planning	8/01-10/02
11. Provide mall directional signage, possibly with, uniform logo and additional landscaping	Greenbriar Mall	12/01-12/02
12. Repair broken sidewalks throughout interior of Mall	Greenbriar Mall	6/02-6/03
13. Study and improve parking lot lighting	Greenbriar Mall	6/01-12/02
14. Meet with Economic Development Specialists (GA Power, Tourism and Trade) to market Delta Facility and area	Bureau of Planning	12/01-03/02
15. Contact Atlanta Chamber to sponsor an event at the Mall	Bureau of Planning	12/01-03/02
16. Support negotiations for an Arts Center in area to meet community desire for family entertainment	Bureau of Planning	6/01-6/03
17. Explore possibility of locating a police precinct in the nearby mall area	Planning/ Police Department	6/01-6/02
18. Adopt access management regulations for all new roads and implement with redevelopment. Access management refers to closing curb cuts, sharing parking lots etc.	Planning/ Public Works	6/02-7/03
19. Adopt streetscape guidelines for new streets and implement with redevelopment. Typical streetscapes will vary with road location	Bureau of Planning	6/02-8/03
20. Market area with brochures, completed study	Mall/Planning	6/01-6/04
21. Negotiate with Mall to develop extra 20 acres now being occupied by parking spaces	Mall/Planning	8/01-10/04
22. Amend parking space requirements consistent with town center design (parking structures within buildings, on-street parking allowed on major roadways, shared parking provisions, density credits in exchange for less parking)	Bureau of Planning	01/02-01/03
23. Amend zoning regulations to promote inter-connection of streets between developments	Planning/ Public Works	01/02-08/03
24. Ensure that the intersection of Campbellton	Public Works	06/01-07/03



Road and Childress Drive is improved with turn lanes and signalization in coordination with City widening project

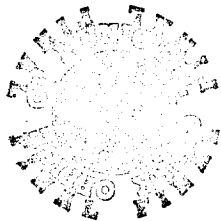
- |   |                           |             |
|---|---------------------------|-------------|
| 25. Move the SW Rail Transit Feasibility Study into the short term Transportation Improvement Program (TIP) from the Long Range Plan and conduct the study. The study should also be coordinated with GRTA's upcoming Regional Transit Action Plan. | Planning/<br>Public Works | 06/01-08/03 |
| 26. Install overhead road name signs along the major corridors in the study area (Greenbriar Parkway, Continental Colony Pkwy, Headland Drive, Hogan Road, Campbellton Road)  | Public Works              | 06/01-10/02 |
|   | <b>Cost: \$200,000</b>    |             |
| 27. Install signs along Langford Parkway describing lane assignments for I-285 Northbound and Southbound. An additional directional sign should be located at the westbound Campbellton Road exit identifying Greenbriar Mall location.             | Public Works/<br>Ga DOT   | 03/02-04/03 |
|   | <b>Cost: \$300,000</b>    |             |
| 28. Ensure that the City's Campbellton Road widening project provides for streetscapes (sidewalks, street trees)  | Planning/<br>Public Works | 06/01-07/03 |
| 29. Assure community involvement in future Mall site Improvements for better pedestrian internal circulation, parking lot reconfiguration into blocks, and additional green space within the parking lot.   | Planning/ Mall            | 01/02-01/03 |
| 30. Appoint a planner within the Bureau of Planning to spearhead the economic development desires expressed in the plan   | Planning                  | Ongoing     |
| 31. Conduct periodic joint NPU P & R meetings   | NPU's P & R               | Ongoing     |



## **Five-Year Prioritized List Of Transportation Projects**

(See Map 14)

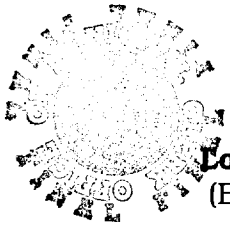
	<b>Cost:</b>	<b>START/END</b>
<b>A.2/C.5</b> Conduct concept and engineering design plan for an interchange improvement at Langford Parkway at Campbellton Road/Greenbriar Parkway. Move the project from the 2010 RTP network to 2005 as part of the RTP update. Concept and design to include a redesign of Campbellton Road at Mt. Gilead Road intersection. Landscaping and signage for an ultimate gateway into the area should be included in design	<b>\$150,000</b>	10/01-10/02
<b>A.1</b> Conduct concept and engineering design plans for a half diamond interchange @ I-285/Greenbriar Parkway. Concept design must establish need and purpose for the project in order to include it in the Regional Transportation Plan update. Concept process should also include the development of either an Interchange Justification Report (IJR) or Interchange Modification Report (IMR) as may be required by the Federal Highway Administration. The concept and engineering study must also consider and coordinate with the Systemwide HOV Plan being developed by Georgia Department of Transportation.	<b>\$200,000</b>	12/01-12/02
<b>C.1</b> Conduct detailed traffic analysis, engineering design and build an improvement to Greenbriar Parkway at Headland Drive intersection. Analysis to include traffic operational improvements to the access road into and out of Greenbriar Mall, which aligns with Headland Drive.	<b>\$400,000</b>	1/02-1/03
<b>C.2</b> Detailed traffic analysis, engineering design, gateway design and build an improvement at the Barge Road and Campbellton Road intersection. The design should address the current circulation issues at the Barge Road Park and Ride Lot.	<b>\$400,000</b>	1/02-1/03
<b>C.3</b> Design and Build a Gateway improvement at Greenbriar Parkway and Continental Colony Pkwy to include green traffic islands, better striping and signing. Perform a traffic signal warrant analysis and include a traffic signal cost	<b>\$65,000</b>	4/02-4/03
<b>D.2</b> Design/build major streetscape along Greenbriar Parkway (from Langford Pkwy to I-285)	<b>\$1,920,000</b>	4/03-4/04
<b>D.3</b> Design/build major streetscape along Continental Colony Parkway (from Greenbriar Pkwy to Hogan Rd)	<b>\$3,160,000</b>	5/03-5/04
<b>D.5</b> Design/build minor streetscape along Hogan	<b>\$500,000</b>	6/03-6/04



Road (from Stone Hogan to City limits)

<b>D.7</b> Design/build minor streetscape along Childress Drive (from Panther Trail to Campbellton Road)	<b>Cost: \$250,000</b>	6/02-6/03
<b>D.6</b> Design/build minor streetscape along Headland Drive (from Greenbriar Pkwy to City limits)	<b>Cost: \$250,000</b>	6/02-6/03
<b>D.4</b> Design/build sidewalk- one side of Barge Rd (from Campbellton Road to Greenbriar Pkwy)	<b>Cost: \$750,000</b>	6/03-6/04
<b>B.3</b> Design/build the Barge Road/Greenbriar Parkway connector road	<b>Cost: \$900,000</b>	6/04-6/05
<b>B.2</b> Design/build the Greenbriar Parkway Road extension to Stone Road. Include in the RTP update process.	<b>Cost: \$500,000</b>	6/04-6/05
<b>B.1</b> Design and build for the Stone Hogan Road extension to North Desert Drive.	<b>Cost: \$1,650,000</b>	6/04-6/05
<b>A.3</b> Conduct need and purpose study for a potential reconfiguration of the I-285/SR 166 interchange. Include in the Regional Transportation Plan Update.	<b>Cost: \$750,000</b>	8/02-4/03
Develop a greenway feasibility and location plan to connect the Greenbriar Mall area to the proposed Lakewood Trail and to the parks outside the study area	<b>Cost: \$60,000</b>	12/04-12/05

Several strategies were identified in the 5-year plan to further the implementation of long-term transportation projects. There is awareness that major transportation improvements needed in the area may take longer than 5 years to complete. However, their desire is to use LCI funds to advance area projects in the Regional Transportation Plan (RTP) and Transportation Improvement Program (TIP). It was felt that these strategies were the most optimal in making these long-term improvements a reality. Below are estimates of the construction costs for the major projects based on preliminary sketches developed in the LCI process.



### **Long Term Transportation Improvement Projects** (Beyond 5-year period)

- Build I285/Greenbriar Parkway half diamond interchange **Cost: \$10 Million**
- Build Langford Pkwy/Greenbriar Interchange improvement **Cost: \$5 million**
- Reconstruct I-285/SR 166 interchange **Cost: \$100 million**

**\*\*All construction cost estimates are for construction only and do not include right-of-way cost estimates**

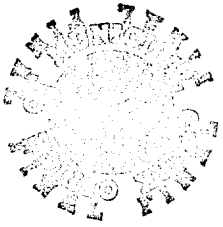
### **Changes To Comprehensive Plan** (see Map 15)

1. Change designation of the mall area parking lot from low density commercial to mixed-use category (requires a minimum of 20% residential)
2. Change Southwest quadrant of SR 166 and I-285 to multi and single family uses from low density commercial.
3. Change area on the south side of Greenbriar Parkway and west side of I-285 from low density commercial to multi family (medium or high density residential allows up to 34 units per acre)
4. Preserve all floodplain areas as open green space along the entire south end of the study area
5. Change portions of the office institution designation at the Delta facility site to single family, multi-family, mixed use and non-religious civic use.
6. Change area on the southwest corner of Greenbriar Parkway and Continental Colony Parkway from low density commercial to mixed use.

### **Potential Urban Design and Zoning Regulations**

1. Development must meet a build-to line of 30 feet from the back of curb, rather than a setback line
2. Primary building entrances must face onto the sidewalk and street
3. Only one curb cut is allowed per business
4. Encourage shared parking; require connections between parking lots and sidewalks
5. Require a 10' landscape buffer around the edge of parking lots adjacent to residences
6. Require a 5' landscape buffer around the edge of parking lots adjacent to streets
7. Prohibit blank walls at building façade
8. Require natural building materials, such as stone, wood, slate, or Georgia red brick. Do not allow any artificial or industrial materials such as aluminum
9. Require pedestrian scale monument signs with natural materials (9 foot maximum from ground to the top of sign support)





10. Sidewalks will be required along all streets
11. Buildings will have a 5' pedestrian zone along three sides
12. Require large developments to provide usable open space in the form of courtyards or plazas
13. Provide bicycle racks at activity centers and major developments
14. Provide pedestrian level lighting at a height of ten (10) feet or less near building entryways
15. Building height shall not exceed 3 stories unless visibility from the highway is an issue
16. Prohibit billboard signs
17. Loading/service areas including refuse containers should be out of public view and not front onto a primary street
18. Mechanical equipment on roof must be screened from public view
19. Place 50% of the parking either in the rear of the building or within the building structure
20. Building height on parking structures will be limited to 2 stories. The two-story maximum applies to stand-alone structures as well as parking within mixed used buildings.

### **Potential Funding Sources**

#### **Transportation**

- Atlanta Regional Commission Livable Centers Initiative Fund
- Atlanta Regional Commission Surface Transportation Improvement Funds (STP)
- Congestion Mitigation and Air Quality Funds (CMAQ)
- Transportation Enhancement Funds (TEA)
- City of Atlanta Quality of Life Bonds for sidewalks, streets, bridges and traffic control devices
- MARTA transit funds for improvements to area

#### **Economic Development**

- City of Atlanta Community Development Block Grants
- Use Tax Allocation District and Tax Increment Financing programs to entice development

#### **Greenspace Acquisition**

- Governors Open Space Acquisition Program
- City of Atlanta Park Impact Fees (North, South and West service areas)
- City of Atlanta Quality of Life Bonds for public plazas and greenspace
- Georgia Department of Transportation Wetland Mitigation Banking Program
- City of Atlanta Parks and Recreation Park Improvement Fund
- Non-profit organizations: Park Pride, Path Foundation, Trust for Public Land, Nature Conservancy

# CITY OF ATLANTA

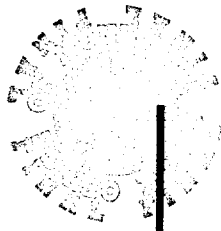
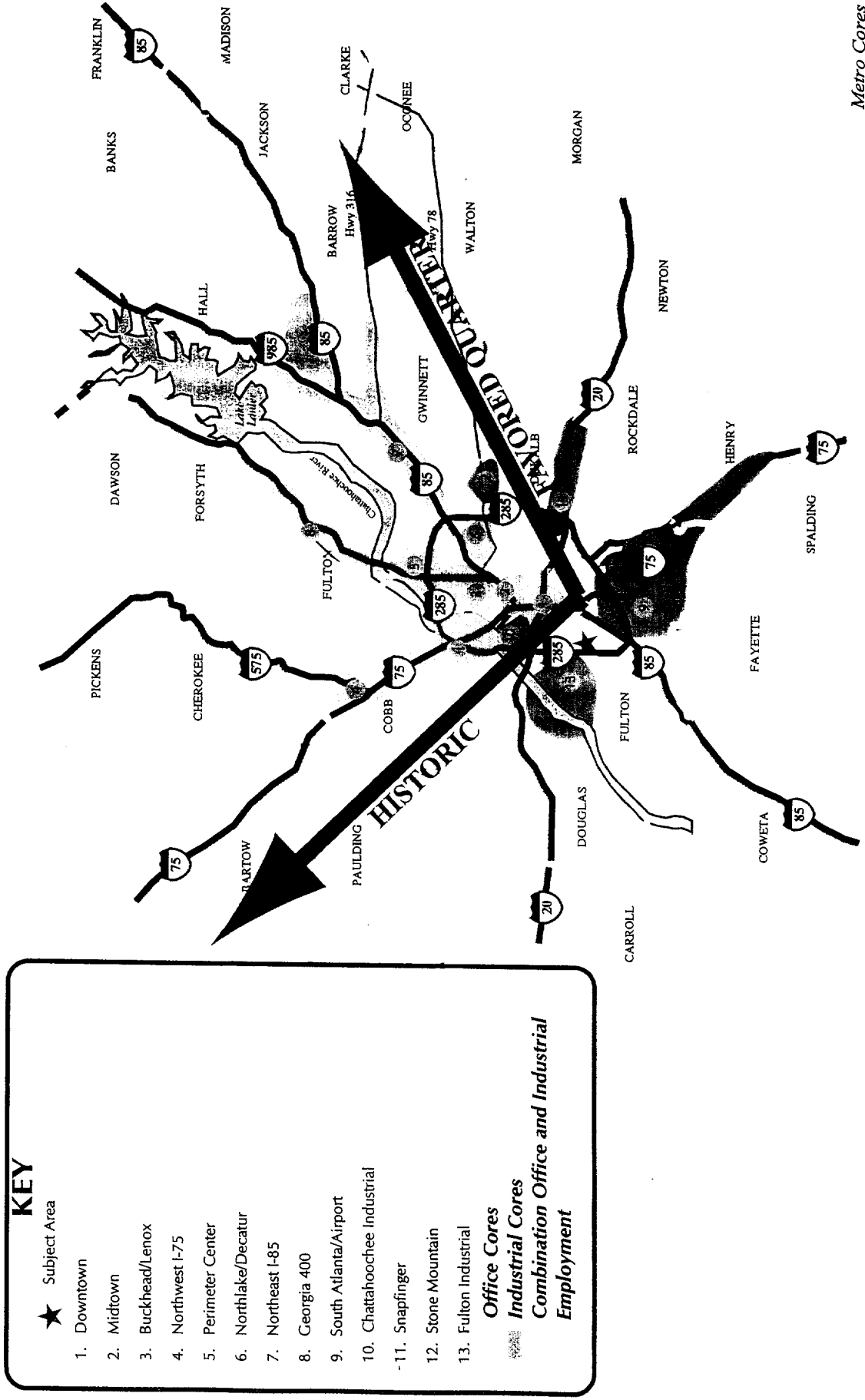
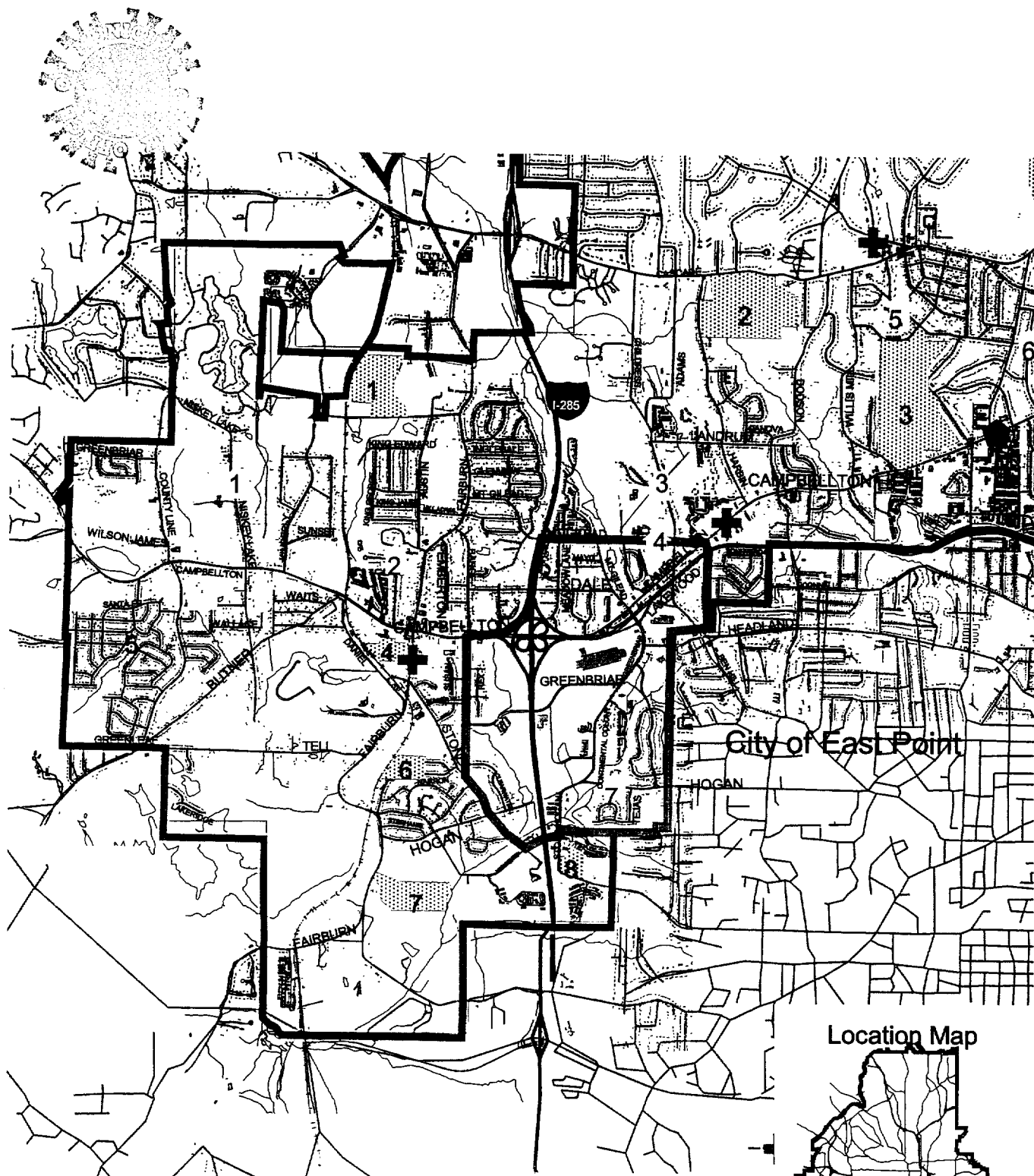


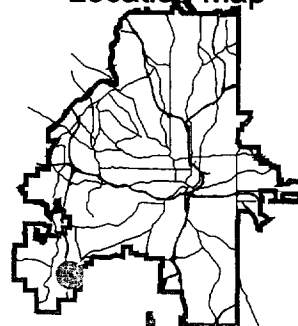
Exhibit I-1

THE ATLANTA METROPOLITAN STATISTICAL AREA (MSA), WITH METRO ATLANTA EMPLOYMENT CORES





Location Map



# Schools



Fire Stations



Mini Police Precinct



Railroads



Parks



Streets



Study Area



Atlanta City Limits



Buildings



Parcels

## PARKS/NATURE PRESERVES

1. Melvin Park
2. Cascade Springs
3. Adams Park
4. Ben Hill Park
5. Tuckson Trail
6. Deerwood Park
7. Fairburn Nature Preserve
8. Stone-Hogan Park

## SCHOOLS

1. Bunch Middle
2. Fickett Elem.
3. Kimberly Elem.
4. Therrell High
5. Cascade Elem.
6. Venetian Elem
7. Continental Colony Elem.



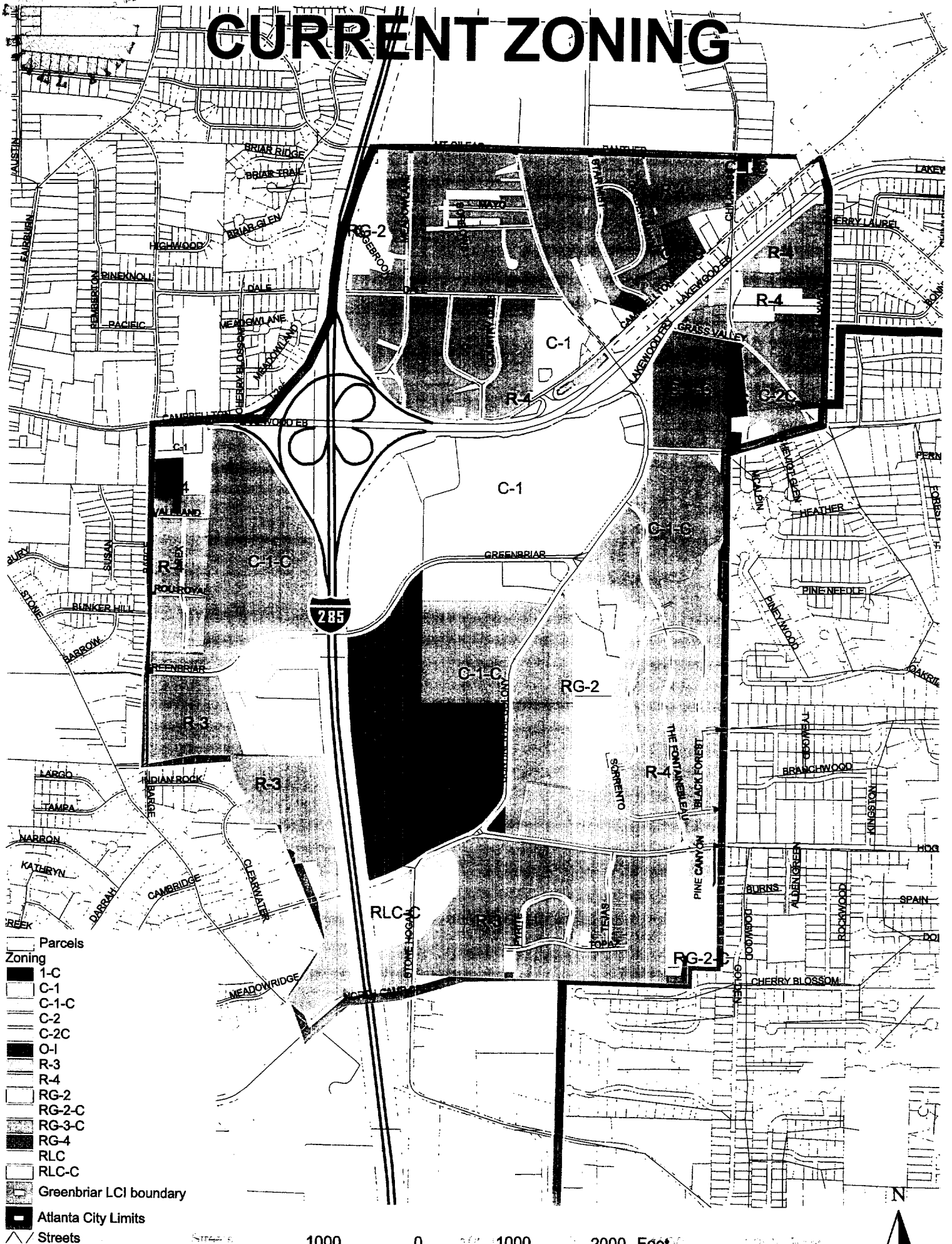
# Current Land Uses Greenbriar Livable Center Initiative Study Area

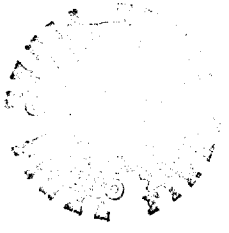


- Parks
- Railroads.shp
- Highways
- Streets
- Greenbriar Study Boundary
- Flood Plain
- Detailed hydro.shp
- Lakes
- Current Land Use
- Church
- Commercial
- Institutional
- Low Density Residential
- Medium Density Residential
- Single Family Residential
- Transportation Utility & Communications
- Vacant
- Atlanta City Limits
- Atlanta.shp

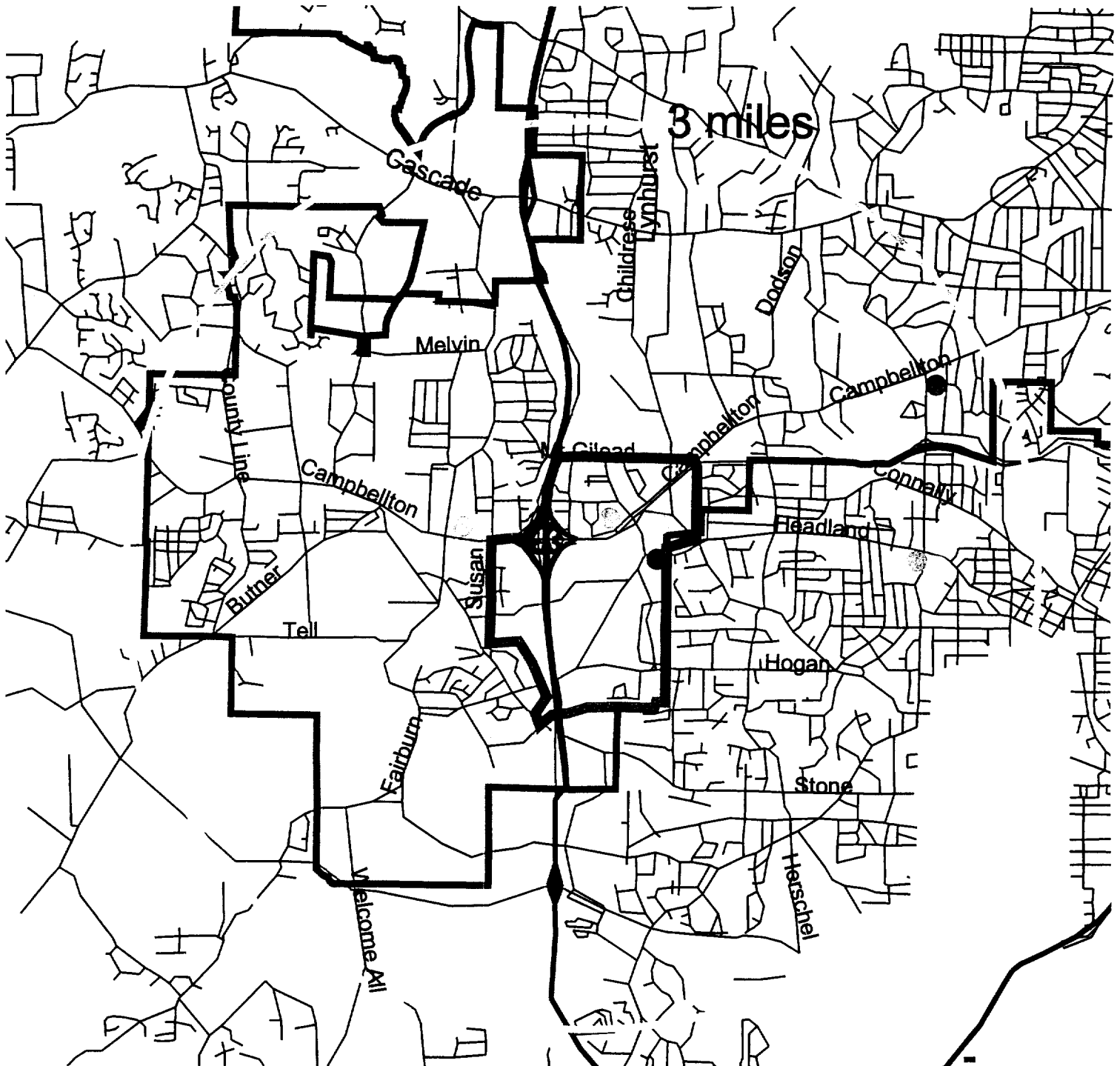
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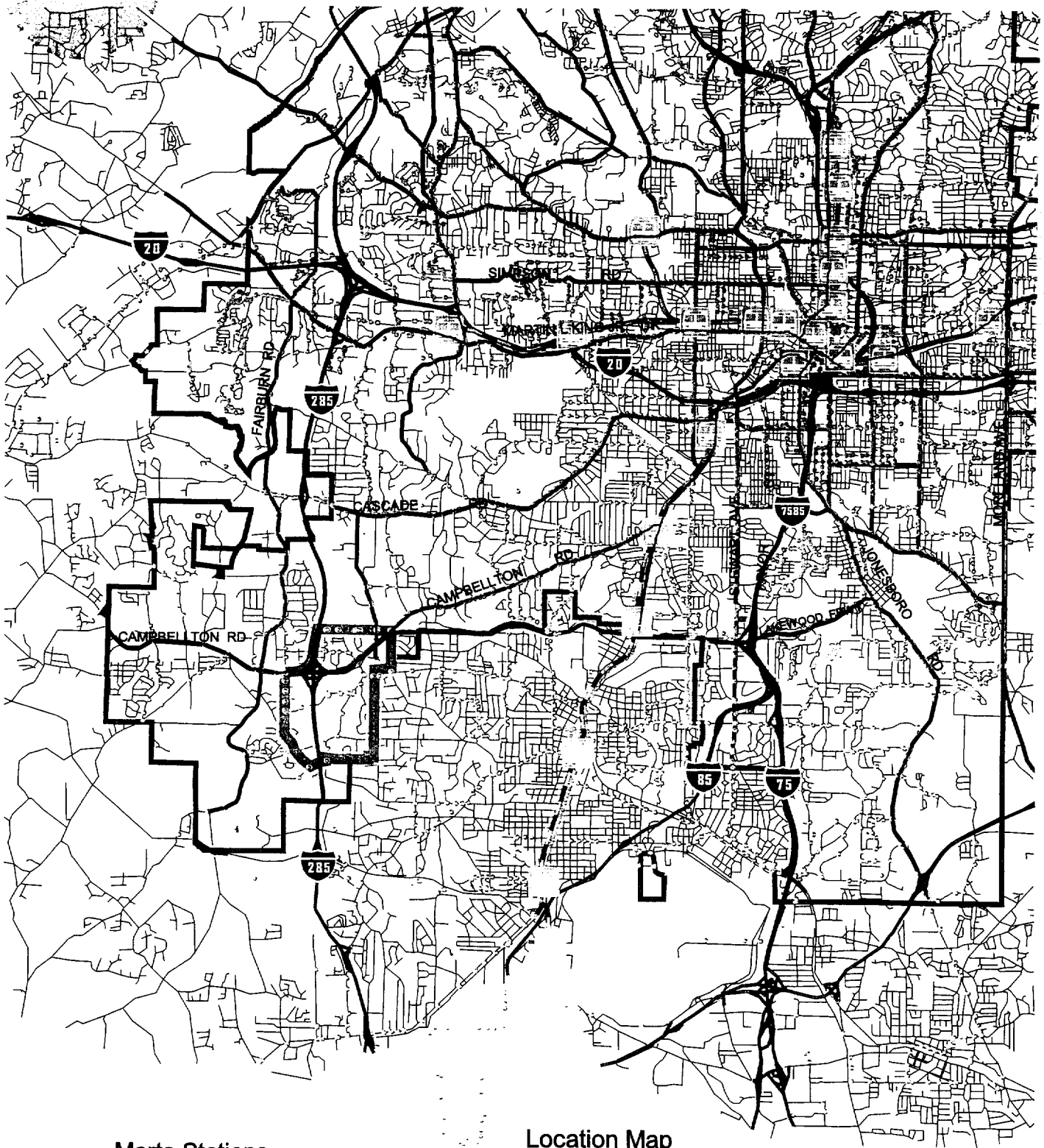
# CURRENT ZONING





# Shopping Centers within a 3 mile radius





-  Marta Stations
-  MARTA Rail Line
-  Highways
-  MARTA Bus Stops
-  Study Area
-  Atlanta City Limits
-  Major Streets

Location Map





### Greenbriar Participants

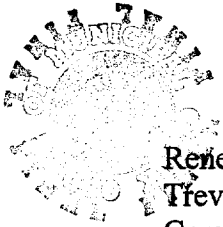
\* A special thanks to our dedicated participants and to the management staff of Greenbriar Mall for providing meeting space for all of the bi-weekly Greenbriar LCI meetings.

<u>NAME</u>	<u>ORGANIZATION</u>
Rose Allen	
Terry Allen	APRA
William Appling	NPU-R
Hamid Arjmand	
Julius Bailey	NPU-R/C.C.C.A
Rev. Keith M. Barksdale	
Rev. Joseph Baynes	
Ernest Benefield	
Marti Boulware	Atlanta Design
Charles Bryant	NPU-P
Wayland Burton	
Delvonnie Burgess	Council Mable
Kathy Campbell	
Connie Cannon	MARTA
Yolanda Clark	GBS
Arthur Cole	C.C.C.A
Mabel Cole	C.C.C.A
Vanessa Compton	
W.N. Cooper	
Reba Cray	
Thomas Cuffie	Cuffie & Assoc.
Mary Dancy	Robb Pitts Office
Mint Dearing	
Dr. Blache Dobbs	
Cara Dodson	NPU-P
Roger Dottin	MARTA
Sidney Douse	
Geneasa Elias	Fulton County
Patricia Ferguson	Advantage I Realty
Brenda Gammage	ADA
Sadie Gray	Richard Park Assoc.
Maureen Gresham	ARC
Dorothy Goodman	NPU-P
Jackie Gould	C.C.C.A.
M.E. Hagger	Quickworks
Irving Harris	NPU-P
Mary Harris	





Bill Harbour	NPU-P
Mareen Hicks	C.C.C.A
Gail Hobson	NPU-R
M.R. Hollingsworth	NPU-R
Countess Horton	NPU-R
Harry Housen	
Arthur Ivey	NPU-P
Eleanor Ivey	NPU-P
Charletta Jacks	BOP
Yvonne Jackson	
Linda Jennings	NPU-R.
Eyvonne Johnson	Kroger Co.
Roberta Johnson	
Elie Jones	NPU-P
Henrietta Jones	
Michelle Jones	SWAN
Mike Jones	
Paulette Jones	Southwest-Fulton
Marva Kenny	NPU-R/C.C.C.A
Steve Labovitz	LAN
Florence LaMar	NPU-P
Lillie Lewis	C.C.C.A
Dina Lewallen	BOP
Kate Little	Enterprise
Mattie Long	
Samanth Lundy	
Will Malone	Gibbs Planning
Bobby Marshall	
Gloria Martin	BOP
Margarita Mejia	
Sohrab Moghadan	
June Monday	City Council Post 1
TG Monroy	Tracy Monroy's Associates Reality
Doris Morgan	NPU-P
Willie Morgan	
Johnny and Sherran Nutson	
Dr.Babs Phillips	AAIWFPF
Tim Polk	DPDNC
Derek Pollard	
Bobby Riley	C.C.C.A
Irene Richardson	
Myrian Richmond	C.C.C.A
George Rogers	C.C.C.A
Andrew Roper	NPU-P
Lynnette Roberts	Fulton County
Tandelyn Sams	
Thurman Sanders	NPU-P



Renette Scott	
Trevor Schneider	RCLC
Geraldine Sharpe	C.C.C.A
Barney Simms	NPU-R
Thomas Sloter	
Carl Smart	
Laura Smith	
Mattie Smith	Trail Blazen Club
Charles Stigger	
Lottie Stafford	C.C.C.A
Claude Strickland	NPU-P
Tayani Suma	NPU-P
Myrtice Terrell	NPU-P
Lanii Thomas	GBS
Valencia Thomas	
Debra Tucker	ADA
Terrell Walker	
P.D. Wade	
Richard Wallace	
Angie Watkins	NPU-P
Louversia Wiggins	NPU-I
Bessie Wilborn	
Patricia Williams	Callouch/Williams
Saundi Wilson	Collier Heights Comm. Club
Melvin White	
Lynnetta Whitehurst	Sandalwood Estates
Qadira Yamini	
Doug Young	
Sam Young	NPU-R/C.C.C.A

01-R-0971

(Do Not Write Above This Line)

**A RESOLUTION**

**BY: COUNCILMAN JIM MADDOX**

**A RESOLUTION ADOPTING THE GREENBRIAR TOWN CENTER LIVABLE COMMUNITYS INITIATIVE STUDY AND CONCEPT PLAN FOR THE STUDY AREA AROUND GREENBRIAR MALL IN NPU'S P AND R.**

**ADOPTED BY**

**AUG 06 2001**

**COUNCIL**

- ☐ CONSENT REFER  
☐ REGULAR REPORT REFER  
☐ ADVERTISE & REFER  
☐ 1st ADOPT 2nd READ & REFER  
☒ PERSONAL PAPER REFER

Date Referred **6/18/01**

Referred To: **CD/HJR**

Date Referred

Referred To:

Date Referred

Referred To:

**First Reading**

Committee \_\_\_\_\_  
Date \_\_\_\_\_  
Chair \_\_\_\_\_  
Referred to \_\_\_\_\_

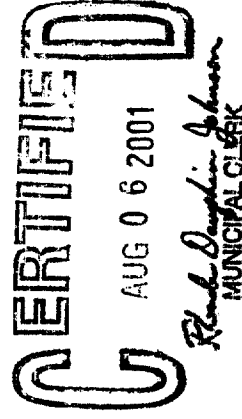
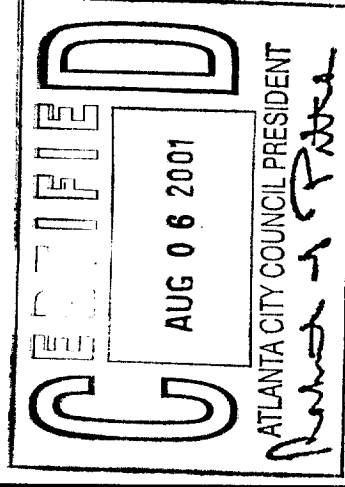
Committee <b>CD/HJR</b>	Committee
Date <b>6/27/01</b>	Date
Chair	Chair
Action: <b>Hold</b> (see rev. side)	Action: Fav, Adv, Hold (see rev. side)
Other:	Other:
Members	Members
Refer To	Refer To

Committee <b>CD/HJR</b>	Committee
Date <b>8/1/01</b>	Date
Chair <b>Richard D. Johnson</b>	Chair
Action: <b>Hold</b> (see rev. side)	Action: Fav, Adv, Hold (see rev. side)
Other:	Other:
Members <b>Wally "Mable" Johnson</b>	Members
<b>Atlanta, Georgia</b>	
<b>James M. Hays</b>	
<b>Sharon Hays</b>	
Refer To	Refer To

**FINAL COUNCIL ACTION**

☐ 2nd ☐ 1st & 2nd ☐ 3rd  
Readings  
☒ Consent ☐ V Vote ☒ RC Vote

**CERTIFIED**



**MAYOR'S ACTION**

